

Presentation Overview



- **Introduce the AM-1 Outreach Team**
- **Global Fire Monitoring Web Site**
 - MODIS fire monitoring press release
 - White House OSTP rapid response opportunity
- **Visualization experiments & samples**
- **Interactive Earth Observatory**
 - one-stop shopping, common overlap Web space for images & info from EOS missions
- **Conclusions**

EOS AM-1 Outreach Team



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Today's Objectives



- **Develop closer working relationship w/ MODIS science community**
 - identify points of contact from each disc. Group
 - solicit guidance on content of outreach activities
 - scientists feedback on outreach plans
- **Long-term goals?**
 - “showcase” AM-1 scientists’ work in the public media
 - render data products easily accessible & understandable to public “translators”
- **AM-1 Executive Committee for Science Outreach**
 - formed to harvest new results and amplify media play
 - provides peer review while helping temper messages

ECSO's Players



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Global Fire Monitoring Web Site



- http://modarch.gsfc.nasa.gov/fire_atlas
- Originally working w/ Kaufman & Justice to produce press release to present to ECSO
 - MAS demonstration of MODIS' new fire monitoring capability
- Communication from HQ that White House OSTP wanted rapid response report on Mexican fires
 - opportunity to demonstrate our new team & test the system
 - hoped to garner added funding for a more robust global fire monitoring effort w/in EOS science community
 - would provide a new case study for the Earth Observatory
- Proved to be a good and valuable exercise
 - ~ 75K hits in just over 2 weeks

Lessons Learned



- **Establish priorities right up front**
 - who is the product for?
 - when is it due? (allow time for review!)
 - how will it be shown?
- **Break up task into sub-tasks & delegate w/ clear deadlines**
 - clear, timely communications are essential
 - complete hardest & highest priority tasks first
- **AM-1 outreach team's primary purpose is public outreach**
 - yet, we may be called upon to help produce scientific or political presentations

Visualization Experiments & Samples



- **Interested in hearing scientists' thoughts on visualizing your data**
 - which products ready in launch + 60 days period? Priorities?
 - who are the primary points of contact for those data from each discipline group?
- **Anticipate news events whenever possible &/or give prior warning of developing story asap**
 - El Nino & La Nina
 - Wild fires
 - Changing seasons

Everyone talks to everyone all of the time—is this OK?



NASA HQ

EOS PSO

Earth System Sciences Program office

Instrument writers/visual.

Instrument writers/visual.

EOS IDS PIs

DAAC writers/visualiz

DAACs

EOSDIS

ers

NASA PAOs

NASA SVS's

NASA TV Studios

NASA Educational Programs

Newspapers

News magazines

Science magazines

TV News

TV documentaries

Web pages

Public school system

Interactive Earth Observatory



- **Provide one-stop shopping, common Web space that overlaps all NASA's Earth science missions**
 - with links to instrument & DAAC Web pages
- **Contains low-res global data sets & higher res regional & local data sets of key climate change parameters**
- **Leverages strengths of distributed community so that everyone "chips in"**
 - Requires input & guidance from science community
 - processing & formatting of data by DAACs
 - writing & visualization expertise of AM-1 outreach team

Some Candidate AM-1 Global Data Sets



- global biosphere (MODIS)
- fires & fire susceptibility; based upon NDVI & surface temp (MODIS)
- surface temperature of seas & lands (MODIS)
- spatial dist. (horiz.—total & in 2 layers) of water vapor in troposphere
- spatial dist. (vert. & horiz.) of clouds & aerosols (MODIS & MISR)
- cloud radiative (shortwave) forcing (CERES)
- cloud radiative (longwave) forcing (CERES)
- spatial dist. (vert. & horiz.) of carbon monoxide (MOPITT)
- spatial dist. (vert. & horiz.) of methane (MOPITT)
- elevation maps (ASTER—initially for certain scenes, global after 4 years)
- a globe in the visible (MODIS, MISR)
- *others...?*

Conclusions



- **Plan to have working prototype by Sept. 1**
 - Can we get some simulated MODIS data to test system?
- **What products will be available when?**
 - over what regions?
 - at what temporal & spatial resolutions?
- **How to arrange interactions among scientists, DAACs, & Earth Observatory**
- **Simplified, interactive models of Laboratory?**
- **Template for submission of case studies from scientists &/or DAACs**